RJ REYNOLDS

TOBACCO COMPANY

L. E. MacWilliams
Region Operations Mgr

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October 24, 1997

All Region Sales Representatives

IMPORTANT: PROJECT COMPLETION DATE 12/8/97

1998 DPC / Low Volume Account Planning

In an effort to streamline DPC promotions in 1998, as well as position *R. J. Reynolds* in potential opportunity calls, your assistance is required for all accounts on the attached lists. The only information that cannot be updated by Reps in Laptops is direct account information. Refer to the attached 'DPC / Low Volume Account Survey Guidelines' and handle as indicated.

All responses must be in ROU Office, attention Judy, no later than December 8th.

Be sure to include 'Supplier Numbers' for any DPC Direct Accounts requiring this information; i.e., Tripifoods, McLane NE, etc.

Sincerely,

Lori

L. E. MacWilliams
Regional Operations Manager
LEM/jc
cc: Division Managers
F. Natale
B. Roth
J. Campbell

51845 4853

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